

Case Study Example: *This case is a real life example, although the identity of the client has been removed to protect client confidentiality.*

Strategy Services Case

ABC, are a large multi-national insurance company based in the South East of the UK. ABC operates sales activity in all of the main global market blocs and in addition, manufacturing activity extends to every continent.

While ABC is considered a European market leader in the provision of its products and services, it is corporate policy to routinely assess corporate sales policy in each area, checking that incumbent strategy is correctly aligned with the market environment and product portfolio.

As a large organisation, ABC has accounts with some of the world's largest consulting organisations. On this occasion however, new divisional management at ABC felt that seeking out a specialist consulting organisation tailored to the Middle East region would provide benefits when looking at how well strategy is aligned with the local macro-environments in the region.

Having been approached by ABC, Near East Services ensured that ABC were able to permanently retain a consultant at their offices for one week, gathering critical marketing and strategy data, plus an understanding of specific current issues for ABC in the region.

In concert with Near East's specialised and deeper understanding of macro political and economic issues in the Middle East, a comprehensive report was prepared that had greater regional differentiation than those commissioned by ABC on previous occasions.

The report identified internal issues such as compensation, budgeting, and target market priorities that were significantly out of alignment with the incumbent strategy. As a result, the report contained a number of recommendations for practical steps with which strategic supremacy could become a feature of ABC's activities in the region.